Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended)   A broadcast system for delivering content to a plurality of terminals, including comprising:

a plurality of transmitters, the having transmission characteristics of which define a network topology:

a communications interface for providing a return channel for the plurality of terminals to request content from a broadcast network; and

a network controller operatively coupled with the plurality of transmitters and the communications interface, the network controller responsive to distribution of demand for specific content configured to determine an appropriatea distribution of terminals requesting common content based on information received through the communications interface and reconfiguring the network topology by varying the transmission characteristics of at least one of the transmitters, wherein the varying of the transmission characteristics is based on the determined distribution of terminals requesting common content.

2.   (Currently Amended)   A system as claimed in Claim claim 1, including further comprising signaling means for providing information relating to the network topology for delivery to a terminal.

3.   (Currently Amended) A system as claimed in claim 1, wherein the network controller is operable to modify the topology to reduce the a number of cells in an area where to which the same common content is being delivered to a plurality of terminals in the area.

4.   (Currently Amended) A system as claimed in claim 1, wherein the network controller is operable to modify the topology to increase ~~the~~a number of cells in an area where ~~to which~~ a plurality of different content is being delivered to a plurality of different terminals in the area.

5.   (Currently Amended) A system as claimed in claim 1, ~~including a further~~further comprising an additional transmitter for delivering content to an area overlying at least the network topology.

6.   (Currently Amended) A system as claimed in ~~Claim~~ claim 5, wherein the network controller is configured ~~operable~~ to modify the topology to deliver, in at least one cell, the content being delivered by the ~~further~~additional transmitter.

7.   (Currently Amended) A system as claimed in claim 1, wherein ~~at least two transmitters comprise~~ said plurality of transmitters comprises at least three transmitters.

8.   (Currently Amended) A system as claimed in claim 1, wherein said transmitter characteristics are varied according to at least one of ~~in respect of one or more of the following, namely~~ frequency, antenna directivity ~~or~~and transmission power.

9.   (Currently Amended) A method of delivering content to a plurality of terminals, in response to one or more content requests from the plurality of terminals, over a broadcast network whose topology is defined by ~~the~~ transmission characteristics of a plurality of transmitters, comprising the steps of:

analyzing the content to be delivered together with its destination;

determining a distribution of terminals requesting common content based on information received through a communications interface coupled to a network controller, wherein the communications interface provides a return channel for the plurality of terminals to request content from the broadcast network; and

varying the transmitter transmission characteristics ~~accordingly~~based on the determined distribution of terminals requesting common content.

10. (Currently Amended) A method as claimed in ~~Claim~~ claim 9, wherein the transmitter characteristics are varied such that cellular density of the topology is reduced in an area where ~~substantially the same~~ common content is being delivered to a plurality of terminals in the area.

11. (Currently Amended) A method as claimed in claim 9, wherein the transmitter characteristics are varied such that the cellular density of the topology is increased in an area where ~~substantially~~ a plurality of different content is being delivered to a plurality of different terminals in the area.

12. (Previously Presented) A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 9.

13. (Currently Amended) A computer program as claimed in ~~Claim~~ claim 12, stored on a computer readable medium.

14. (Currently Amended) A broadcast system having a network controller operatively coupled to a communications interface and a plurality of transmitters for delivering content to a plurality of terminals in respective locations with each transmitter operating in accordance with a set of operational characteristics comprising:

means for determining a distribution of terminals ~~for delivery of~~ requesting common content based on information received through the communications interface; and

means for varying the operational characteristics of a transmitter based on ~~responsive to the determined~~ the determined distribution of terminals requesting common content~~; and~~,

wherein the varied operational characteristics of the transmitter define a network topology, and

wherein the communications interface provides a return channel for the plurality of terminals to request content from the broadcast network.

15.   (Currently Amended) A method of using a plurality of transmitters for delivering content to terminals in respective locations comprising the steps of:

determining a distribution of terminals requestingreceiving common content from a broadcast network; and

varying a set of operational characteristics of a transmitter based onresponsive to the determined distribution of terminals requesting common content, wherein the terminals request content through a return channel provided by a communications interface of the broadcast network.

16.   (Currently Amended) A terminal for receiving content transmitted from a broadcast network, the broadcast network having a network controller operatively coupled to a communications interface and a plurality of transmitters for delivering content to a plurality of terminals in respective locations with each transmitter operating in accordance with a variable set of operational characteristics and each of the plurality terminals comprising means operable to receive a signal indicative of the operational characteristics of a transmitter whereby the means operable to receive is operable to receive content delivered in accordance with the signals; and

wherein the operational characteristics of the transmitter define a network topology,

wherein the communications interface provides a return channel for the plurality of terminals to request content from the broadcast network;

wherein the broadcast network determines a distribution of terminals requesting common content based on information received through the communications interface, and

wherein the operational characteristics of each of the plurality of transmitters are varied based on the determined distribution of terminals to which common content is being delivered.

17.   (Currently Amended) A method for receiving content from a broadcast network having a network controller operatively coupled to a communications interface and a plurality of

transmitters, wherein with each transmitter operates ing in accordance with a variable set of operational characteristics, the method comprising the steps of:

receiving a signal indicative of operational characteristics of a transmitter delivering said content; and

changing reception characteristics in accordance with the received signaltherewith, the operational characteristics of the transmitter defining a network topology,

wherein the communications interface provides a return channel for a plurality of terminals to request content from the broadcast network,

wherein the broadcast network determines a distribution of terminals in the network requesting common content based on information received through the communications interface, and

wherein the set of operational characteristics of the transmitter is varied based on the determined distribution of terminals in the network receiving common content.

18.   (Currently Amended)   A method as claimed in Claim claim 17, including further comprising the step of consulting a further signal for said reception characteristics required to receive said content.

19.   (Previously Presented)   A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 17.

20.   (Original) A computer program as claimed in 19, stored on a computer readable medium.

21.   (Currently Amended) A system as claimed in claim 2, wherein the network controller is operable configured to modify the topology to reduce the a number of cells in an area to which the samewhere common content is delivered to a plurality terminals in the area.

22.   (Currently Amended) A system as claimed in claim 2, wherein the network controller is operable to modify the topology to increase ~~the~~ a number of cells in an area ~~to which~~where a plurality of different content is being delivered to a plurality of different terminals in the area.

23.   (Currently Amended) A system as claimed in claim 3, wherein the network controller is operable to modify the topology to increase ~~the~~ a number of cells in an area ~~to which different~~ where a plurality of different content is being delivered to a plurality of different terminal in the area.

24.   (Previously Presented) A system as claimed in claim 2, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

25.   (Previously Presented) A system as claimed in claim 3, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

26.   (Previously Presented) A system as claimed in claim 4, including a further transmitter delivering content to an area overlying at least the network topology determined by the controller.

27.   (Currently Amended) A system as claimed in claim 2, wherein ~~at least two transmitters comprise~~ said plurality of transmitters comprises at least three transmitters.

28.   (Currently Amended) A system as claimed in claim 3, wherein ~~at least two transmitters comprise~~ said plurality of transmitters comprises at least three transmitters.

29.   (Currently Amended) A system as claimed in claim 4, wherein ~~at least two transmitters comprise~~ said plurality of transmitters comprises at least three transmitters.

30.   (Currently Amended) A system as claimed in claim 5, wherein ~~at least two transmitters comprise~~ said plurality of transmitters comprises at least three transmitters.

31.   (Currently Amended) A system as claimed in claim 6, wherein ~~at least two transmitters comprise~~ said plurality of transmitters comprises at least three transmitters.

32.   (Currently Amended) A system as claimed in claim 2, wherein said transmitter characteristics are varied ~~in respect of one or more of the following, namely~~ according to at least one of frequency, antenna directivity ~~and~~ or transmission power.

33.   (Currently Amended) A system as claimed in claim 3, wherein said transmitter characteristics are varied ~~in respect of one or more of the following, namely~~ according to at least one of frequency, antenna directivity ~~and~~ or transmission power.

34.   (Currently Amended) A system as claimed in claim 4, wherein said transmitter characteristics are varied ~~in respect of one or more of the following, namely~~ according to at least one of frequency, antenna directivity ~~and~~ or transmission power.

35.   (Currently Amended) A system as claimed in claim 5, wherein said transmitter characteristics are varied ~~in respect of one or more of the following, namely~~ according to at least one of frequency, antenna directivity ~~and~~ or transmission power.

36.   (Currently Amended) A system as claimed in claim 6, wherein said transmitter characteristics are varied ~~in respect of one or more of the following, namely~~ according to at least one of frequency, antenna directivity ~~and~~ or transmission power.

37.   (Currently Amended) A method as claimed in claim 7, wherein the transmitter characteristics are varied such that ~~the~~ cellular density of the topology is increased in an area

where ~~substantially~~ a plurality of different content is being delivered to a plurality of different terminals in the area.

38.   (Currently Amended)   A method as claimed in claim 10, wherein the transmitter characteristics are varied such that ~~the~~ cellular density of the topology is increased in an area where ~~substantially~~ a plurality of different content is being delivered to a plurality of different terminals in the area.

39.   (Previously Presented)   A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 10.

40.   (Previously Presented)   A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 11.

41.   (Previously Presented)   A computer program comprising executable code for execution when loaded on a computer, wherein the computer is operable in accordance with said code to carry out the method according to claim 18.